

Air Intelligence Agency

HQ ACC Briefing Rules of Engagement



**Rank Last Name
Office Symbol
Briefing Date**

**This Briefing is:
UNCLASSIFIED**



Overview

- **CC Guidance**
- **Presentation Basics**
- **Slide Building**
- **Adding Graphics**
- **Adding Emphasis**



CC Guidance

- **Normal large bullet font is 24 Arial, minimum is 20 Arial**
 - **This slide is at the minimum**
- **Goal is professional, stand alone, standardized briefings**
 - **Don't leave audience hunting for important information**
 - **Don't obscure information with too much low-value data**
 - **Don't obscure meaning by being too abbreviated**
- **Follow style and color templates**
 - **If you must deviate, avoid pastels except to contrast bold primary colors**
- **Animations/Build effects can enhance a presentation**
 - **Don't use them if they are not to the point or distract**
- **Use clearly visible classification markings when appropriate**



Presentation Basics

- **Analyze your purpose and audience**
 - **Don't re-use presentation if inappropriate**
- **Brevity is the soul of wit**
 - **15 “body” slides max for COMACC presentations**
 - **Director of Staff or CCX may approve additional slides**
- **Presentation should “stand alone” for a person familiar with the topic**
 - **Briefer adds depth, amplification, examples**
 - **Briefer neither reads nor interprets the slides for the audience**



Presentation Basics - Continued

- **Provide an overview of your presentation**
 - **Ensure slide titles and briefing flow follow your overview**
- **Different computers, projectors, screens provide different images**
 - **Test run your presentation on the target system**
 - **ACC/CCAV will assist with COMACC Conf Room**
- **If you need to point, use a laser pointer**
 - **Ensure the “dot” is large enough to be seen by all**
 - **Don’t shake when pointing the laser**
- **No “Go-Bys” on title slide**
 - **Put name as it appears on global email list**



Slide Building

- **Each slide should stand-alone**
 - **Bullets are more than memory joggers for the briefer**
 - **If the slide were alone, without notes, someone familiar with the topic should be able to explain it**
 - **Do not turn bullets into an encyclopedia**
- **Use indentation to add support to main topic**
 - **Additional bullets amplify, clarify, and enumerate**
 - **Do not use more than 3 levels of indentation**
- **No “filler” quotes**
 - **Quotes must directly relate to the subject**



Adding Graphics - Pictures

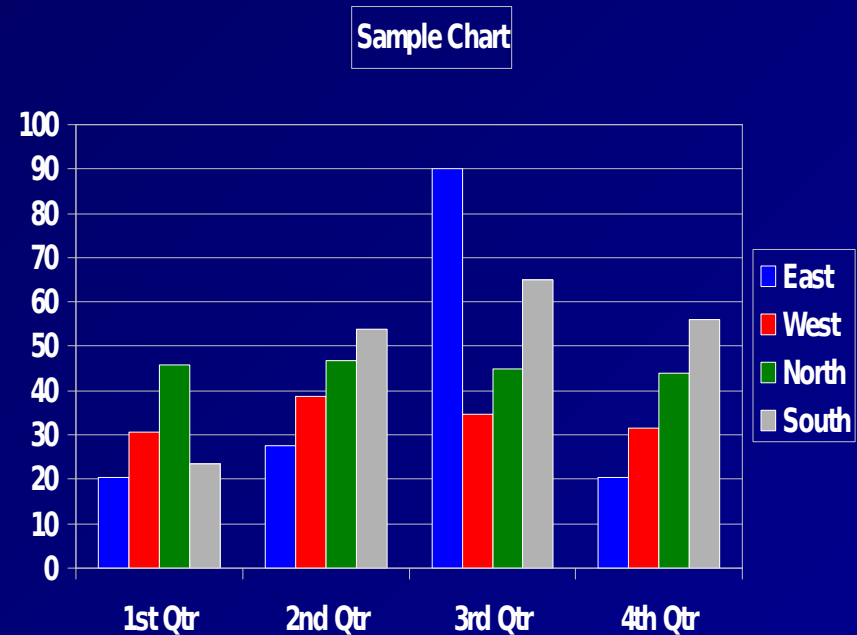
- **Use Pictures to explain or amplify**
- **Do not use pictures just because**
 - **You can**
 - **They are nifty**
- **Pictures need to add to, and agree with, text**
 - **Don't talk about F-15s at OSW but show F-15s at Langley**
- **Frame pictures in yellow**





Adding Graphics - Charts

- **Use where appropriate**
 - **Avoid 3D chart objects-**
can be hard to read
- **Use dark, primary colors**
 - **Avoid yellows and pastels**
- **Use white labels, lines, font**
- **Include titles and legend**
- **Charts may occupy entire slide**





Adding Graphics - Tables

- **Use tables as necessary**
- **Color filled heading row/ column can add clarity**
 - **Colors not required**
- **Ensure table entries can be read from entire room**
- **Tables may occupy entire slide**

Sample Table

	Headin g	Headin g	Headin g
1 FW			
33 FW			
57 WG			
366 WG			



Adding Graphics - Do's and Don'ts

DO

- **Use pictures to enhance**
 - **Directly support the text/thought**
- **Use professional, clear imagery**
- **Use strong colors**
 - **Red, Green, Yellow, etc**
- **Use 3-D or high color "new" AF Symbol**



DON'T

- **Use pictures just because you can**
- **Use "cheesy" or "hobby-shop" images**
- **Use pastels such as lime green, pale yellows**
- **Use cartoons/clip art**
 - **Unless absolutely required**

**When using side-by-side
columns,
make bullet-by-bullet
comparison**



Adding Emphasis - Text

- Use underline or *italics* for emphasis
 - Do not use all capitals, they are for acronyms
- May use color but keep common usage in mind
 - **Red** connotes sub-standard or warning
 - **Blue** connotes outstanding or superlative
- If you emphasize, be consistent
 - Use underline or italics, don't mix and match
 - Emphasize either verbs or nouns, not both



Adding Emphasis - Banners

- **Banners are reserved for the most important concepts of the entire presentation**
 - **Do not over use**

Most important point



Summary

- **Presentations for COMACC**
 - **Clear, concise, internally standardized**
 - **Title, overview, summary, questions, + 15 “body” slides max**
 - **Stand-alone without being verbose**
 - **Use professional graphics to enhance message**
 - **Color scheme must present well in COMACC’s Conference Room**



QUESTIONS

- **Contact ACC/CS**
 - **Email “acc/cs correspondence”**
 - **Template questions/guidance**
 - **Email “acc/csav”**
 - **Dry run presentation in COMACC Conference Room**

